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**i<sub>2</sub> Integrity Ingredients Corporation**

“Your **Innovation** Partner”

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(310) 782-0282



# UNLOCKING COFFEE'S HEALTH POTENTIAL





# KAFFE BUENO

**Certified**



**This company meets the  
highest standards of social  
and environmental impact**

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**Corporation**



**How upcycling coffee can match market needs, while helping accelerate the transition to natural**



# OUR STRATEGY

# Vision

Change how the world sees coffee; from a caffeinated drink to a sustainable resource to phase out unsustainable ingredients from the world's everyday products.

# Mission

Unlock coffee's health and technological potential.

# How we do it

Being creative and innovative while using the latest and most sustainable technologies to develop cutting edge solutions that satisfy market pains and needs.

# Impact

Why is this important?

- Build and pioneer the manufacturing of the future – key to world resilience
- Opportunity to avert 62 million KG of CO<sub>2</sub>-eq emissions equivalent to 40 million trips from Copenhagen to New York City.
- Develop groundbreaking and disruptive products with the potential to improve the life of billions around the world.



# ORIGINS



# Origins

Founded in Denmark  
by three Colombian entrepreneurs:  
Camilo Fernandez, Alejandro Franco, and Juan Medina.

- Colombian roots: coffee as a "super ingredient" for healing.
- London epiphany: only 1% of coffee used, unfair farmer pay, untapped health benefits.
- Eco-impact: coffee waste fuels global warming.
- Mission ignited: unlock coffee's potential for a circular, sustainable world.

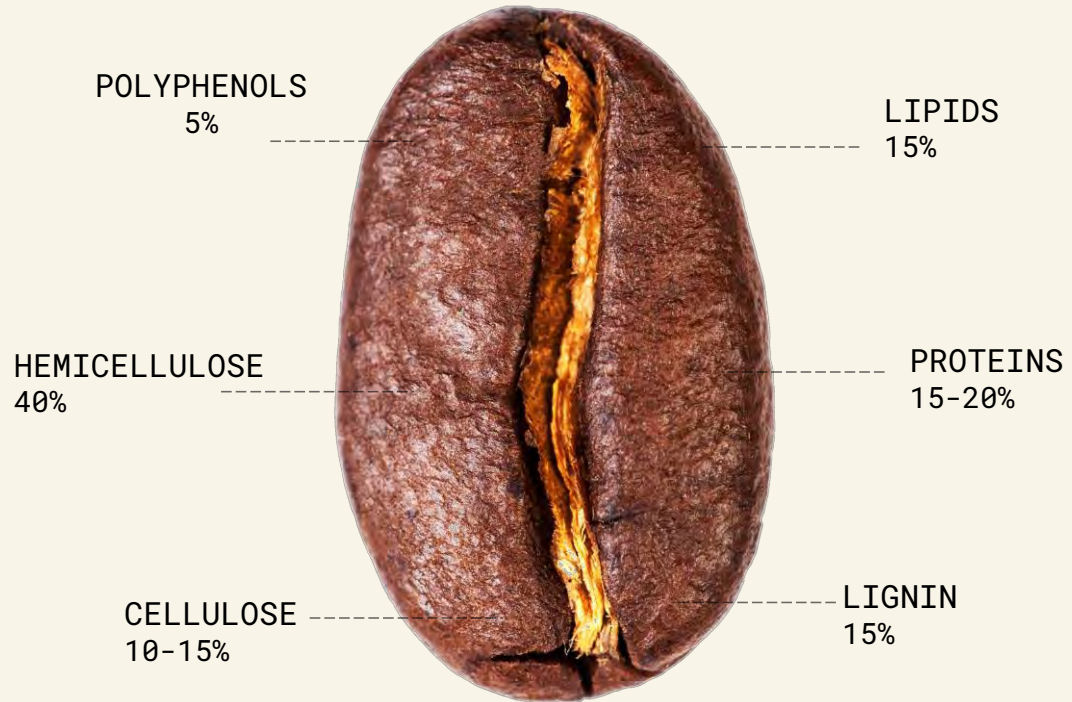




# THE MAGICAL BEAN



# The Magical Bean



# Why coffee?

## The most consumed beverage on Earth

- Most consumed drink: 10BN kg in '21, 7% CAGR '23-'25.
- Cold brew & RTD trends fuel our raw material source.

## Proven "super ingredient"

- Health powerhouse: 100+ studies on benefits like diabetes, Alzheimer's, skin health.

## Important for climate & society

- 1% of coffee utilised when making a cup of coffee
- 20.6 kg CO<sub>2</sub>-eq/kg produced
- 125M livelihoods depend on coffee





# THE MARKET

# The Shift to Natural & Bioactive Ingredients: A Market Imperative





**Natural doesn't [necessarily]  
mean sustainable**



# Virgin vegetable oils and ingredients...

- Most emissions come from agriculture, mostly due to pesticides
- Deforestation increasing
- Relying on new crops is not sustainable
- Almost 40% of food (agricultural products) is thrown away worldwide yearly





# Relying on new crops = heavy transport emissions





# OUR SOLUTION



# Upcycling is the solution

Cultivation accounts for around 80% of CO2 emissions from vegetable oils and ingredients in general.

If we upcycled only a third what is consumed in Europe or US (**1billion kg (FDA, 2022)**) of the coffee being produced in the world we could:

## Replacing unsustainable ingredients

- **Palm oil / derivatives**
  - **150M kg (1.60-3 per kg CO2-eq) kg of palm oil** and derivatives
- **Corn glucose**
  - **470M kg** (1kg per **CO2eq**, glucose syrup) of sugars, oligosaccharides, and derived polymers
- **Petrochemicals & Synthetics**
  - **200M kg of Caramel Colours** and its derivatives
  - **140M of phenols** and their derivatives
  - **Hair dye** ingredients
  - Iron oxides
  - Caffeine



## Aversions by upcycling coffee

11.2 Bn Tonnes Coffee (30% in EU)  
 5,6 CO2eq \* KG  
 = 62 M KG CO2-eq averted if all coffee worldwide were upcycled.

Equivalent to 153 billion miles driven by an AVG vehicle.

=  
 40 million trips from Copenhagen to New York!!,  
[epa.gov](https://www.epa.gov).

/  
 Equivalent to emissions AVOIDED by  
 17k wind turbines

The whole of Denmark has 6k wind turbines.

# Our solution: upcycle coffee grounds

# How it works



- Source from trusted industrial partners.
- Molecular breakdown via green tech.
- Ingredients for WellCare market.
- Science-driven, market-focused solutions.

## Market traction

- 2020: KAFFOIL & KAFFIBRE in Personal Care & Nutrition.
- 2023: Hair Care, Sun Protection, Anti-Ageing.
- More in '24+.

## IP

- Commercial patents.
- 2 pending: 1) Cosmetics biopolymers 2) Medical nanoparticles.



# Coffee by-products broken down into Ingredients

**KAFFIBRE®**



PC: Scrubs  
F&B: fibre-rich flour

**Biopolymer fractions**



**"Residual" Fibres**



**Monosaccharide**



Anti-inflammatory  
Gut health, prevention of UTIs



**SCG  
Spent Coffee  
Grounds**



PC: KAFFAGE®, KAFFAIR®  
F&B: KAMEL-204®

Wound dressing

**Coffee oligosaccharides**



Prebiotic

**Phenols**

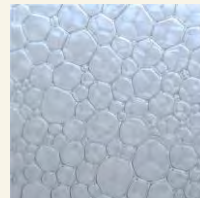


**KAFFOIL® grades**



Active carrier oils  
Flavour / Emulsifiers

**SURFACTANTS & EMULSIFIERS**



Bio-based surfactants & emulsifiers  
for personal care & food & beverage

# The Bueno way: decentralised upcycling



## Scale-up journey

- Step 1: Copenhagen R&D Lab - **DONE**
- Step 2: 1st Pilot Biorefinery in Denmark (500T) - **ONGOING**
- Step 3: Demo Plant in DE (40K tons) by 2027 - **NEXT**

### Raw material

- Industrial by-products
- Extend existing lifecycle
- Consistent quality

### Applications

- Replace petrochemicals and unsustainable ingredients with local, upcycled ingredients




# Our business areas


Kaffe Bueno manufactures active and functional ingredients for these industries:



Personal  
Care



Human  
Nutrition



Animal  
Health

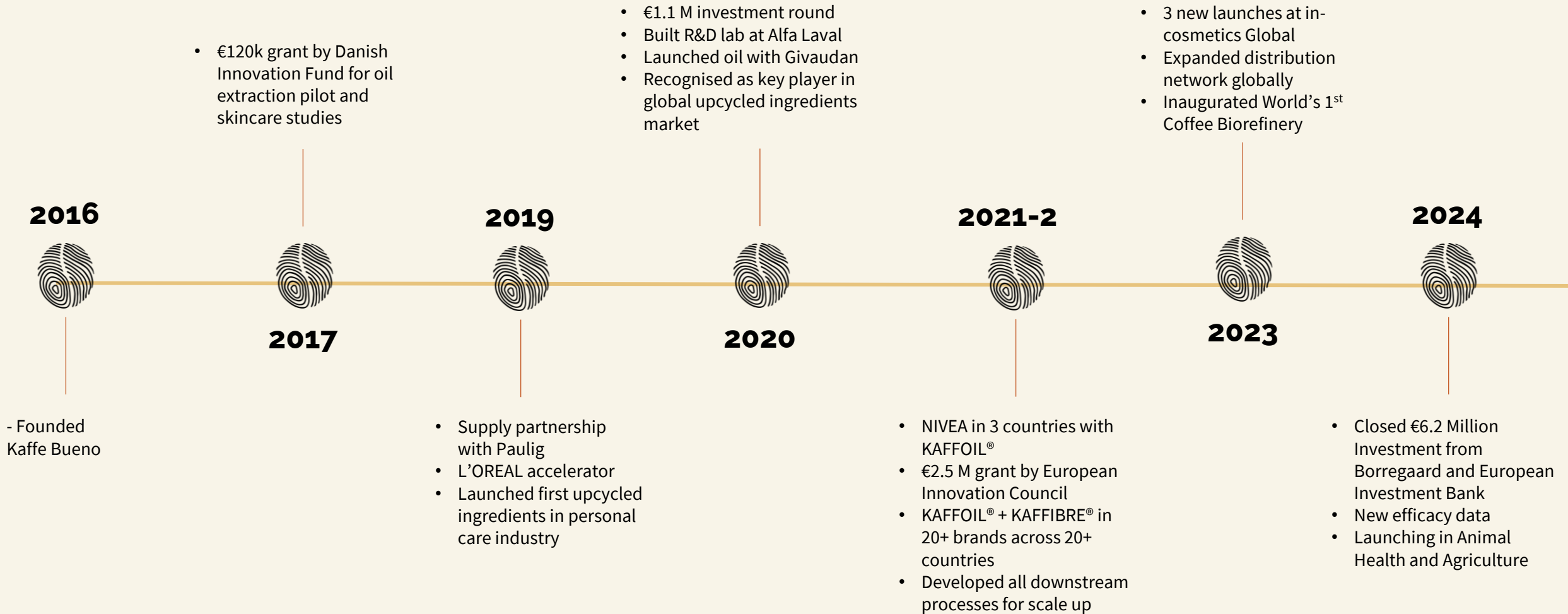


Crop &  
Soil  
Health



# OUR HISTORY





# World's 1st Coffee Biorefinery, in Denmark

Inaugurated 29<sup>th</sup> September 2023





# Awards & media coverage

## Awards



Global Winner of World Finance Award in Biotechnology 2024



GEM Entrepreneurs of The Year 2021 – to the founders of Kaffe Bueno



360 Degrees Prize Startup of The Year, 2018. by Danish Chamber of Commerce



Runner Up as Most Innovative Industrial Biotech SME in Europe 2018



Winner in 'Future of Snacking' at Seeds & Chips Global Summit 2019



Winner, People's Choice Awards 2018

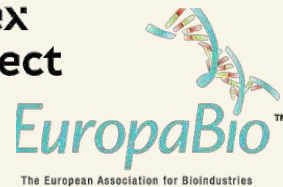


InnovationKonkurrence (Biomass Innovation Competition): Winner 2017

## Press



Solutions of tomorrow By Denmark

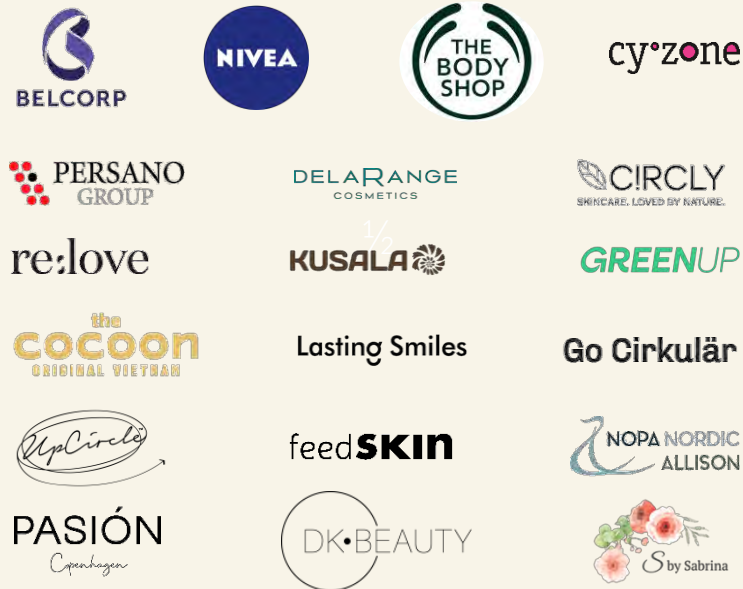


# Great market traction with our first 2 products

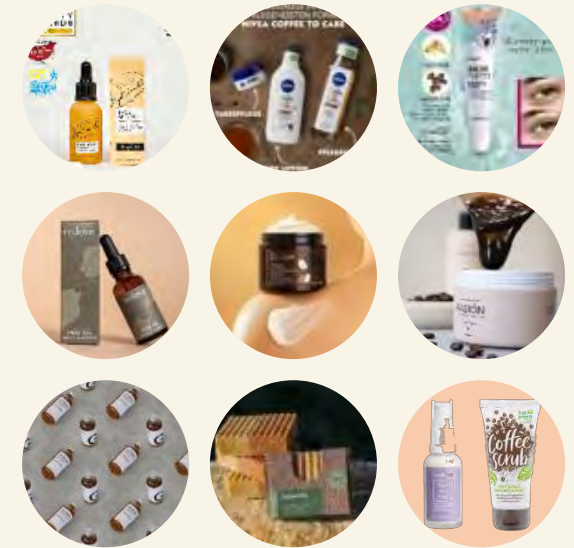
Our portfolio is present in 40 markets today



15+ brands / manufacturers using Kaffe Bueno ingredients



Examples of 9 finished products in the market w/ Kaffe Bueno ingredients

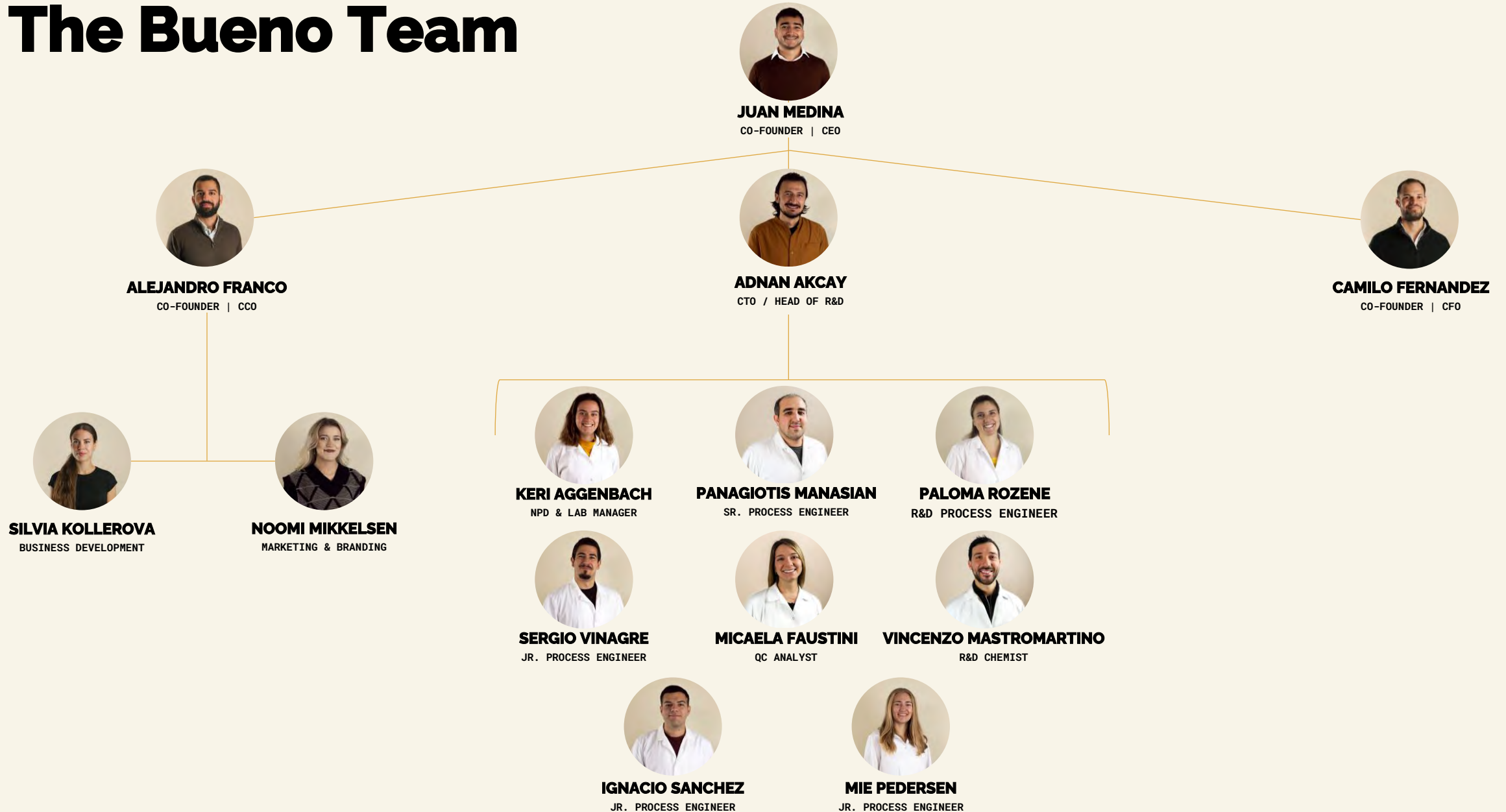


COMMERCIAL PARTNERS





# The Bueno Team



# Board & advisors



## MARCEL LUBBEN

### CHAIRMAN OF THE BOARD OF DIRECTORS

- Investor, board member and Senior Advisor to startup and growth companies
- 25 years+ experience Life Science & material sciences with DSM, Avantium and DMC



## MARTIN LERSCH

### MEMBER OF THE BOARD

- CTO Business Development and Biovanillin at Borregaard
- 20+ years of combined experience with RD&I
- 18 years with Borregaard
- PhD organic chemistry



## MARIKA KING

### MEMBER OF THE BOARD

- Head of PINC, VC arm of Paulig Group
- 25+ years strategy consultancy & scale-up
- Ex-McKinsey



## STEN ESTRUP

### BUSINESS ANGEL OF KAFFE BUENO

- Currently President Asia and ExCom of AAK and Chair of Biomega Group
- Former CEO of Biomega Group and EVP at Chr. Hansen
- 25+ years in the ingredients industry



## KARL LINTNER

### ADVISOR TO KAFFE BUENO

- Author on > 30 published papers in biochemistry
- Former Marketing Manager, Henkel
- Former CEO Sederma – world-leading active ingredient supplier for the beauty industry.



## WOUTER CLAERHOUT

### ADVISOR TO KAFFE BUENO

- Former head of global marketing Human Health & Nutrition at Royal DSM. 20+ years in innovation, marketing and sales.
- Current CMO of nutraceutical company, generating € millions



## SYLVAIN MAUR

### ADVISOR TO KAFFE BUENO

- 20+ years commercialising actives in the personal care industry.
- Generated hundreds of € millions for multinationals and SMEs in EU and USA.



## KELLY DOBOS

### ADVISOR TO KAFFE BUENO

- 20+ years experience developing cosmetics for global players.
- Inventor of 4 patents and author of various technical and educational scientific publications.
- Part of American Chemical Society's expert panel.



# PORTFOLIO PERSONAL CARE



[KAFFOIL®]  
Personal care portfolio

**Upcycled Active Emollient**

**a.k.a The New Argan Oil**



KAFFOIL-R®  
at 5% in Body Lotion



# KAFFOIL®

## Personal Care Portfolio

### Description

KAFFOIL® is the market's first upcycled coffee-based lipophilic extract, created through an eco-friendly process that preserves a full spectrum of bioactive molecules.

It serves as a potent active and carrier oil in personal care applications.

Available in two forms—KAFFOIL, a dark, aromatic oil, and KAFFOIL-R®, a lighter, semi-refined alternative to Argan oil—both versions offer quick skin absorption and excellent spread ability.

Ideal for sustainable, high-performance skincare and hair care.

INCI: Coffea arabica seed oil



### [ KAFFOIL® ]

Active ingredient &  
emollient

Fragrant coffee aroma  
Dark colour and viscous



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### [ KAFFOIL-R® ]

Active ingredient &  
emollient





















Mild coffee notes  
Translucent golden colour,  
lighter texture



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## [Applications – KAFFOIL®]

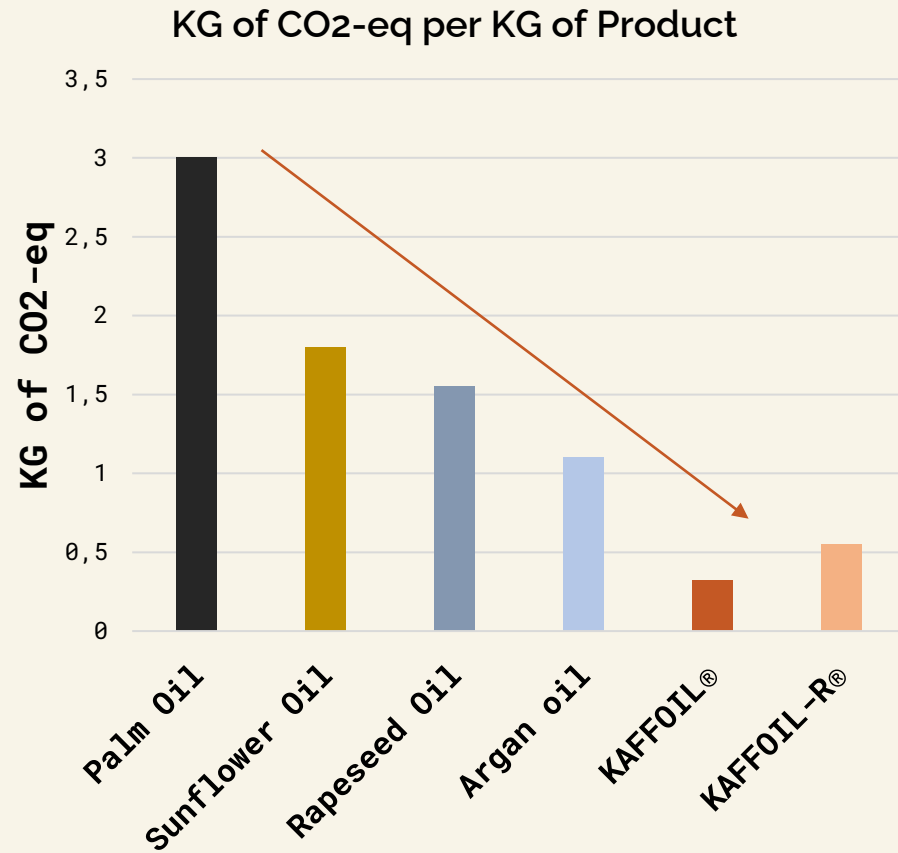
 <p>Hair oil</p>	 <p>Moisturiser</p>	 <p>Conditioner</p>	 <p>Dark BB cream</p>	 <p>Scalp cream</p>
 <p>Shampoo</p>	 <p>Light BB Cream</p>	 <p>Body lotion</p>	 <p>Light bar soap</p>	 <p>Sunscreen</p>
 <p>Face oil</p>	 <p>Tinted moisturiser</p>	 <p>Face cleanser</p>	 <p>Body scrub</p>	 <p>BB cream</p>
 <p>Powder Foundation</p>	 <p>Bar soap</p>	 <p>Face/Body cleanser</p>	 <p>Liquid foundation</p>	 <p>Exfoliator</p>





# KAFFOIL® - Sustainability

## Personal Care Portfolio



Oil Type	KAFFOIL® is more sustainable by	KAFFOIL-R® is more sustainable by
Palm Oil	9.4x	5.5x
Sunflower Oil	5.6x	3.3x
Rapeseed Oil	4.8x	2.8x
Argan Oil	3.4x	2.0x



[KAFFIBRE®]  
Personal care portfolio

**Upcycled Coffee Exfoliant**



KAFFIBRE  
at 15% in Face Scrub



# KAFFIBRE®

## Personal Care Portfolio

### Description

KAFFIBRE™ is an upcycled natural exfoliating ingredient, which can replace plastic microbeads, as well as being a cost-effective alternative to other natural exfoliants, like Defatted Rosehip Fibres, Quartz, Fruit Kernels and Almonds.

Unlike normal coffee grounds, whose particles have sharp edges and their size is 300-700µm, the particles of KAFFIBRE™ are round and homogenised to 150µm.

INCI: Coffea arabica seed powder



[ KAFFIBRE® ]

Upcycled coffee exfoliant

Round-sphered particles  
Homogenised particle size:  
150 µm













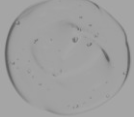









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# [Applications – KAFFIBRE®]

 <p>Hair oil</p>	 <p>Moisturiser</p>	 <p>Conditioner</p>	 <p>Dark BB cream</p>	 <p>Scalp cream</p>
 <p>Shampoo</p>	 <p>Light BB Cream</p>	 <p>Body lotion</p>	 <p>Light bar soap</p>	 <p>Sunscreen</p>
 <p>Face oil</p>	 <p>Tinted moisturiser</p>	 <p>Face cleanser</p>	 <p>Body scrub</p>	 <p>BB cream</p>
 <p>Powder Foundation</p>	 <p>Bar soap</p>	 <p>Face/Body cleanser</p>	 <p>Liquid foundation</p>	 <p>Exfoliator</p>

[KAFFAGE®]  
Personal care portfolio

**Upcycled Multifunctional Active Biopolymer**



KAFFAGE-BD®  
at 3% in BB Cream



# KAFFAGE®

## Personal Care Portfolio

### Description

KAFFAGE®, is an innovative amphiphilic biopolymer 100% upcycled from defatted coffee.

Its unique composition, enriched with polyphenolic groups, provides unparalleled multi-functionality and exceptional performance.

Thanks to its potent anti-glycation properties and antioxidant activity, it is a pro-aging powerhouse.

Its natural hues makes it easy to mimic skin tones and develop inclusive formulations, reducing the reliance on conventional colour compounds like iron oxides, while boosting SPF.

### INCI :

KAFFAGE®: coffea arabica seed extract

KAFFAGE-D®: glycerine (and) coffea arabica seed extract

KAFFAGE-B®: coffea arabica seed extract

KAFFAGE-BD®: glycerine (and) coffea arabica seed extract





# KAFFAGE®

## Personal Care Portfolio



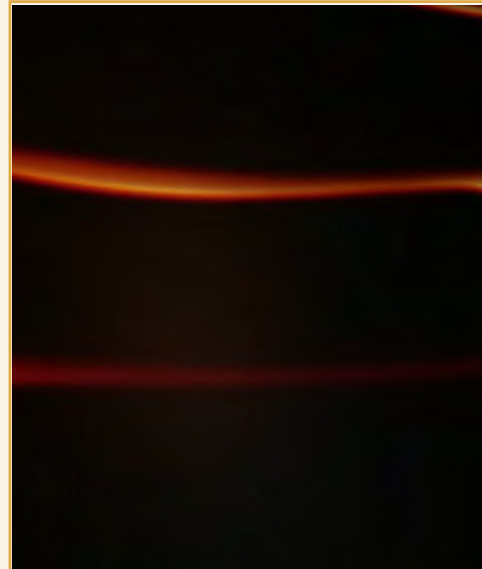
[KAFFAGE®]

Multifunctional active biopolymer

Powder form. Dark brown  
Amphiphilic. Best in oil



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[KAFFAGE-D®]

Multifunctional active biopolymer

Dispersed in glycerin.  
Dark brown  
Amphiphilic. Best in water.



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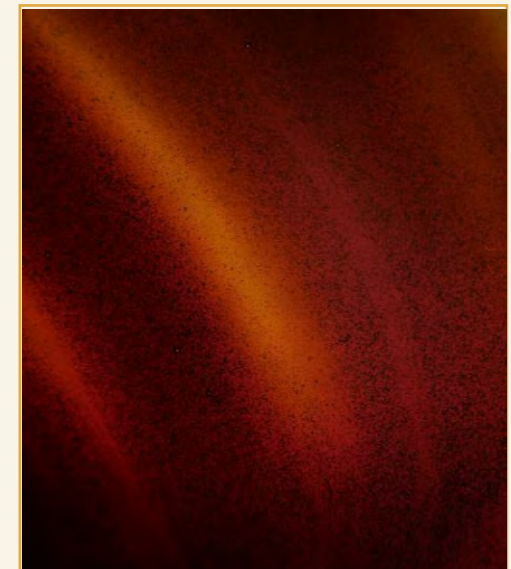
[KAFFAGE-B®]

Multifunctional active biopolymer

Powder form. Bronze yellow  
Amphiphilic. Best in oil



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[KAFFAGE-BD®]

Multifunctional active biopolymer













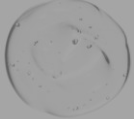







Dispersed in glycerin.  
Caramel colour.  
Amphiphilic. Best in water.



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# [Applications – KAFFAGE®]

 <p>Hair oil</p>	 <p>Moisturiser</p>	 <p>Conditioner</p>	 <p>Dark BB cream</p>	 <p>Scalp cream</p>
 <p>Shampoo</p>	 <p>Light BB Cream</p>	 <p>Body lotion</p>	 <p>Light bar soap</p>	 <p>Sunscreen</p>
 <p>Face oil</p>	 <p>Tinted moisturiser</p>	 <p>Face cleanser</p>	 <p>Body scrub</p>	 <p>BB cream</p>
 <p>Powder Foundation</p>	 <p>Bar soap</p>	 <p>Face/Body cleanser</p>	 <p>Liquid foundation</p>	 <p>Exfoliator</p>



# KAFFAGE® - Efficacy

## Personal Care Portfolio

### Claims:

- Prevents UV-induced Advanced Glycation End-Products (AGEs)
- Anti-Ageing
- Increases skin firmness and elasticity
- Provides daily protection

### Modes of action:

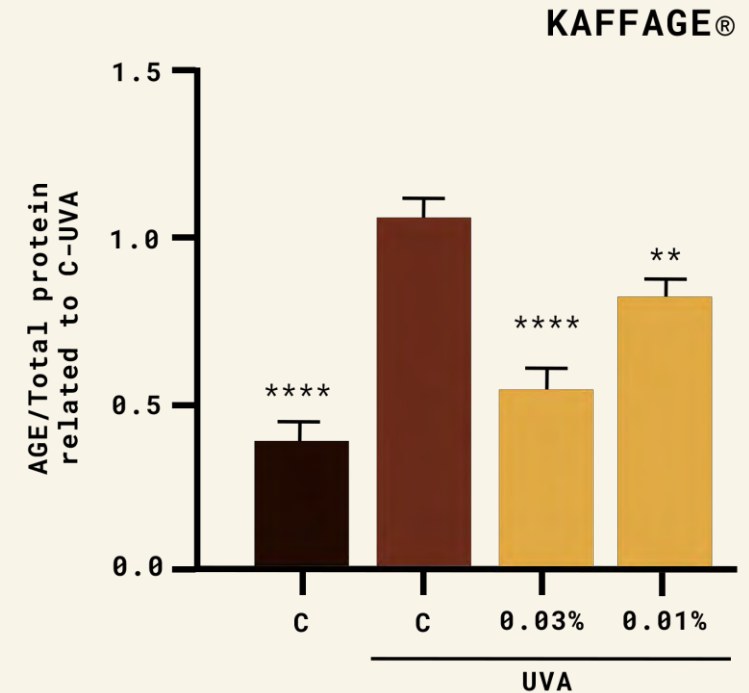
- KAFFAGE™ absorbs UV radiation and prevents sugar-protein reactions

**Dosage:** 1 – 6%

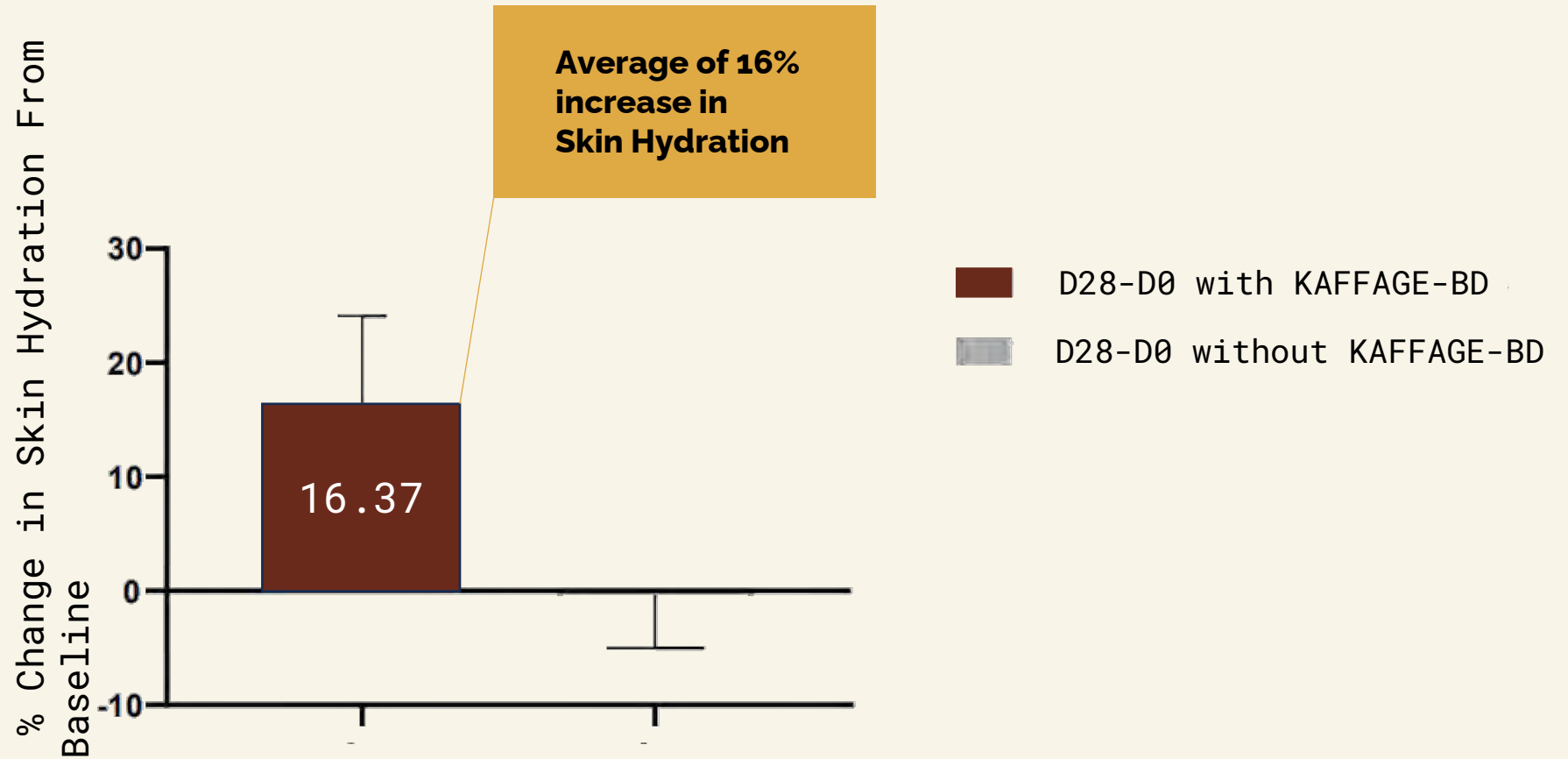
Extended data in commercial brochure

### In vitro

- Anti-aging
- Antioxidant
- Reduction of Wrinkle Appearance
- Daily Protection



# In vivo – BB Cream with 3% KAFFAGE-BD® Measurement of Skin Hydration by Corneometer





# VISIA-CR Imaging – Improvement in Appearance of Wrinkles in Ocular Region



# VISIA-CR Imaging – Improvement in Appearance of Wrinkles in Ocular Region



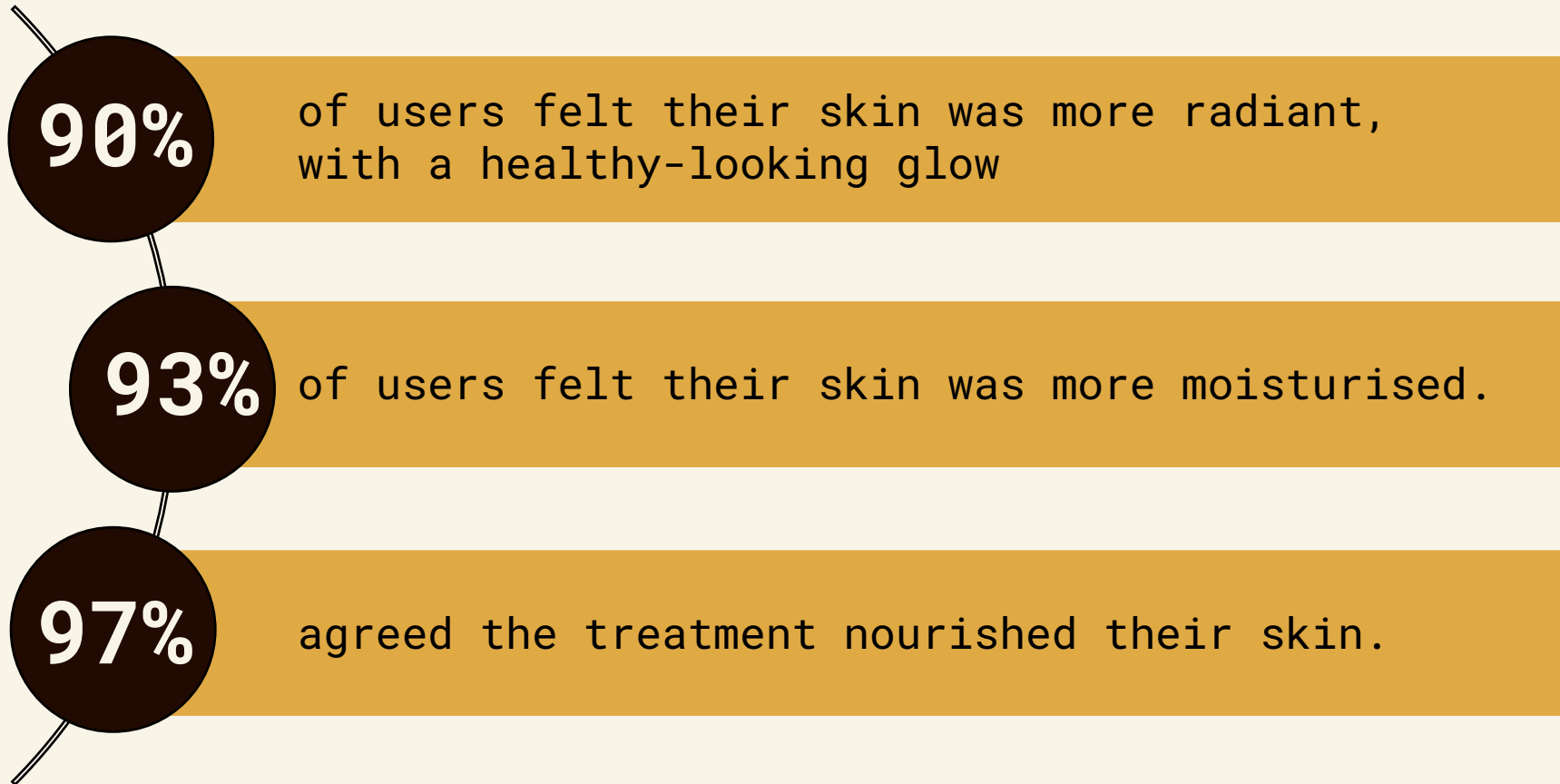
After 28 days of daily product application, there is:

- Improvement in fine lines
- Improved hydration of the skin
- Improved appearance of hyperpigmentation

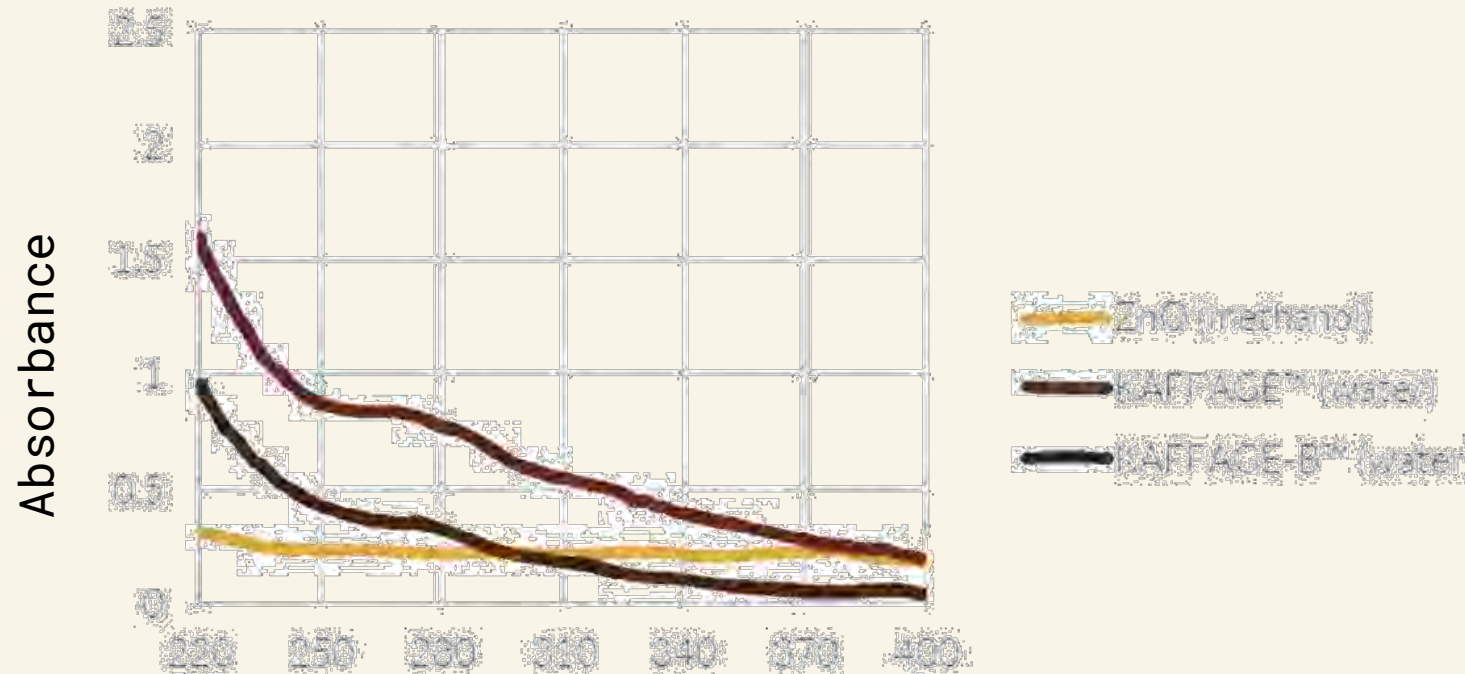


# Post Use Consumer Satisfaction Survey

## BB Cream With KAFFAGE-BD®



# Absorbance in the UV region



Absorption in the UV-region at 100 µg/mL for KAFFAGE®, KAFFAGE-B® and ZnO.



[KAFFAIR®]  
Personal care portfolio

**Upcycled Active for Scalp & Hair**



KAFFAIR®  
at 3% in Scalp Cream

# KAFFAIR®

## Personal Care Portfolio

### Description

**INCI:**

KAFFAIR®: coffea arabica seed extract

KAFFAIR-D®: glycerine (and) coffea arabica seed extract

KAFFAIR-B®: coffea arabica seed extract

KAFFAIR-BD®: glycerine (and) coffea arabica seed extract

KAFFAIR® is an innovative active ingredient upcycled from coffee, set to revolutionise scalp care and hair care with its scientific prowess.

It upregulates vital human growth factors (IGF1, VEGF, FGF7) to fortify cuticles and follicles, and helps to defend against hair loss\*

Thanks to its potent metal chelating properties, KAFFAIR® excels in purifying hair fibres and in removing environmental pollutants.

Although physically identical to KAFFAGE®, KAFFAIR® is a lower molecular weight biopolymer.

\*in vitro available. In vivo coming soon.



# KAFFAIR®

## Personal Care Portfolio



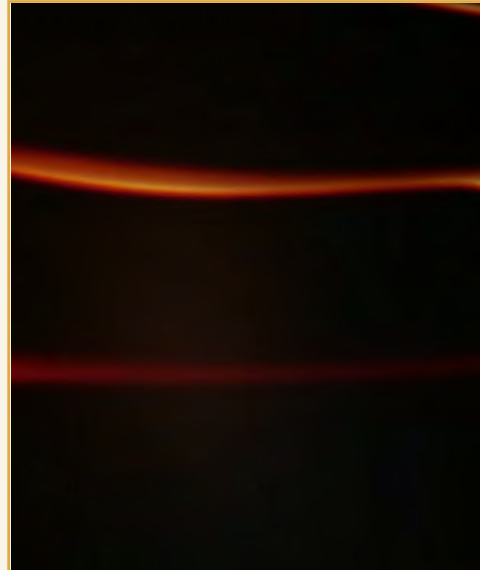
[KAFFAIR®]

Multifunctional active biopolymer

Powder form. Dark brown  
Amphiphilic. Best in oil



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[KAFFAIR-D®]

Multifunctional active biopolymer

Dispersed in glycerin.  
Dark brown  
Amphiphilic. Best in water.



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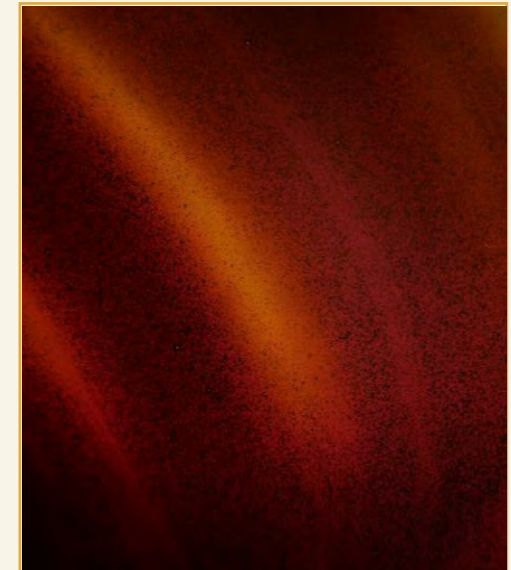
[KAFFAIR-B®]

Multifunctional active biopolymer

Powder form. Bronze yellow  
Amphiphilic. Best in oil



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[KAFFAIR-BD®]

Multifunctional active biopolymer

Dispersed in glycerin.  
Caramel colour.  
Amphiphilic. Best in water.













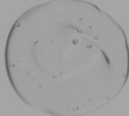









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# [Applications – KAFFAIR®]

 <p>Hair oil</p>	 <p>Moisturiser</p>	 <p>Conditioner</p>	 <p>Dark BB cream</p>	 <p>Scalp cream</p>
 <p>Shampoo</p>	 <p>Light BB Cream</p>	 <p>Body lotion</p>	 <p>Light bar soap</p>	 <p>Sunscreen</p>
 <p>Face oil</p>	 <p>Tinted moisturiser</p>	 <p>Face cleanser</p>	 <p>Body scrub</p>	 <p>BB cream</p>
 <p>Powder Foundation</p>	 <p>Bar soap</p>	 <p>Face/Body cleanser</p>	 <p>Liquid foundation</p>	 <p>Exfoliator</p>

# KAFFAIR® - Efficacy

## Personal Care Portfolio

### Claims:

- Helps improve and maintain scalp health
- Strengthens follicles and cuticles

### Modes of action:

- Induces expression of growth factor genes VEGF, IGF1, FGF7\*
- **VEGF (Vascular Endothelial Growth Factor):** Enhances scalp blood circulation, ensuring improved nutrient delivery to hair follicles.
- **IGF1 (Insulin-like Growth Factor 1):** Promotes healthy hair follicle function, supporting robust hair growth.
- **FGF7 (Fibroblast Growth Factor 7):** Strengthens hair shaft and quality for lustrous, resilient hair.

\*In vitro available  
In vivo coming soon

**Dosage:** 1 – 6%

Extended data in commercial brochure

### In vitro

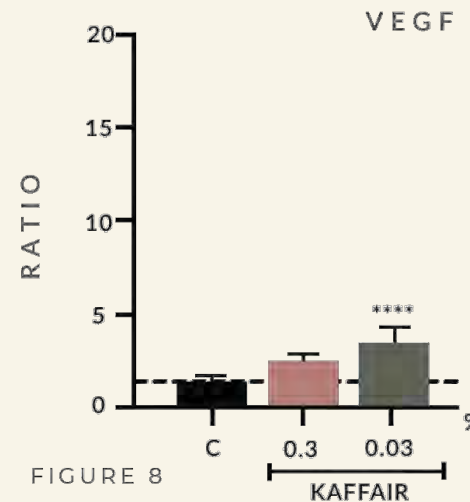


FIGURE 8

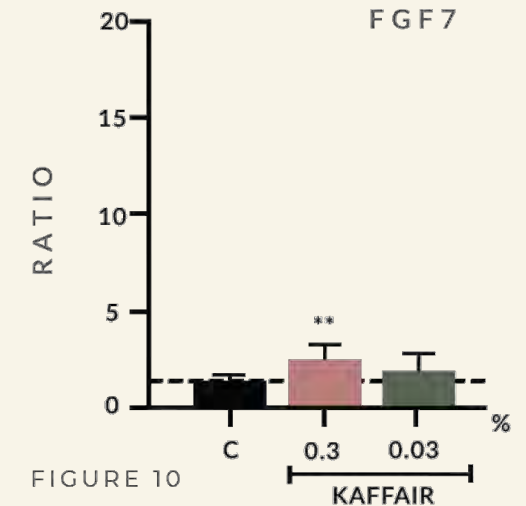


FIGURE 10

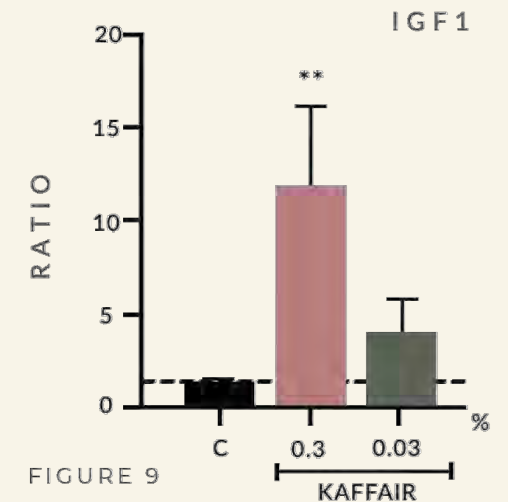


FIGURE 9





[KLEANSTANT®]  
Personal care portfolio

**Upcycled Bio-Based Anionic Surfactant**



KLEANSTANT®  
at 8% in Face Cleanser

# KLEANSTANT®

## Personal Care Portfolio

### Description

KLEANSTANT™ is a natural anionic surfactant derived from coffee by-products, containing potassium salts of palmitic and linoleic acids, along with polyphenols, tocopherols, and diterpene esters. It has cleansing, emulsifying, foaming, and antioxidative properties, and a moisturizing effect.

It's palm-, sulphate- and petroleum-free, naturally biodegradable, and enabling the reduction of the carbon footprint.

**INCI:** Potassium Coffeate (Registered 2023)



[ KLEANSTANT® ]

Bio-based mild anionic surfactant



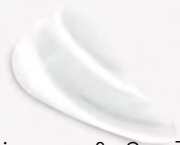








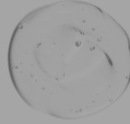
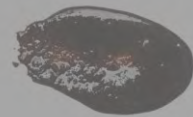






Upcycled from coffee



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# [Applications – KLEANSTANT®]

 <p>Hair oil</p>	 <p>Moisturiser</p>	 <p>Conditioner &amp; Scalp Mask</p>	 <p>Dark BB cream</p>	 <p>Scalp cream</p>
<p>Body wash Face cleanser Hand wash Shampoo</p>	 <p>Light BB Cream</p>	 <p>Body lotion</p>	 <p>Light bar soap</p>	 <p>Sunscreen</p>
 <p>Face oil</p>	 <p>Tinted moisturiser</p>	 <p>Face cleanser</p>	 <p>Body scrub</p>	 <p>BB cream</p>
 <p>Powder Foundation</p>	 <p>Bar soap</p>	 <p>Face/Body cleanser</p>	 <p>Liquid foundation</p>	 <p>Exfoliator</p>



# KLEANSTANT® - Key values

## Personal Care Portfolio

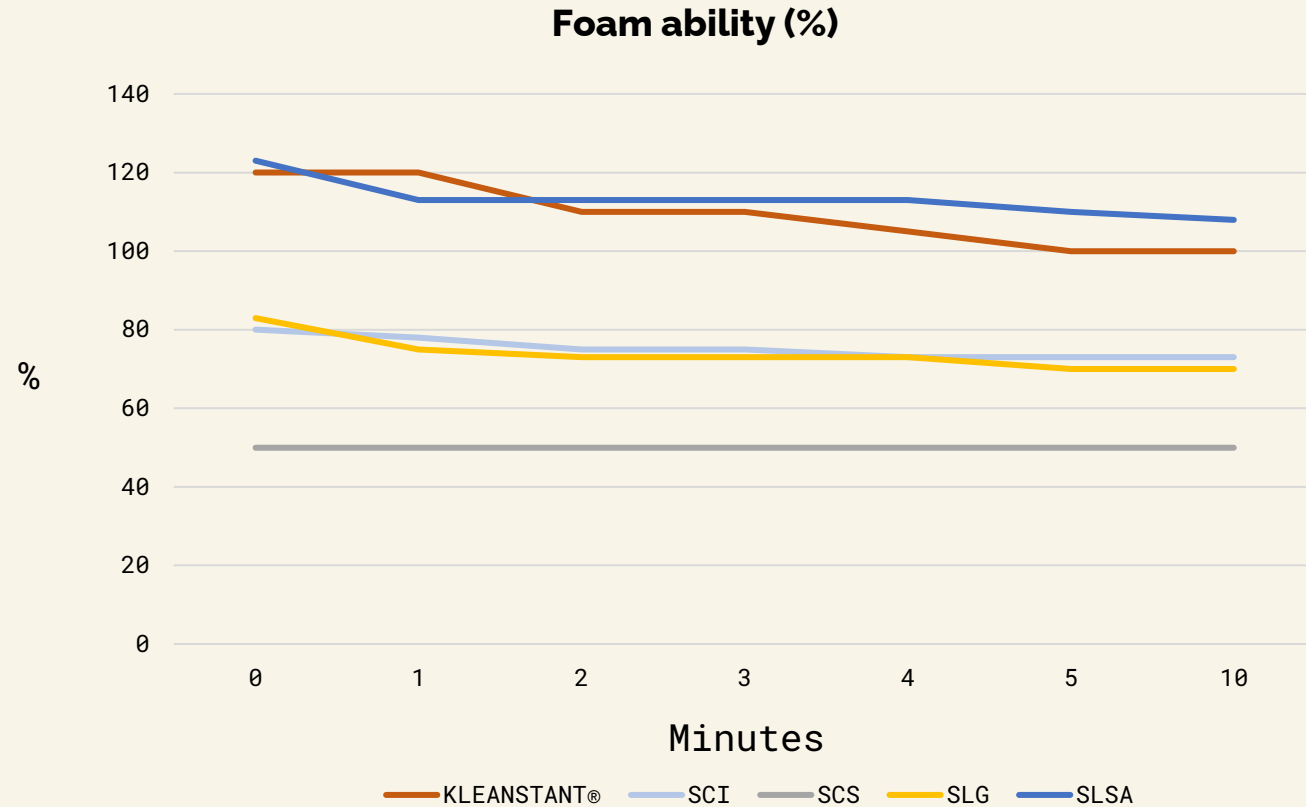
Specifications	Value
Active ingredient concentration	25%
Surface tension at 1% concentration	35-40 mN/m
Viscosity	150-250 mm <sup>2</sup> /s
Foaming test (Ross-Miles)	>50 mm
Turbidity point	10°C
pH, direct	11.5 – 12.0

# KLEANSTANT® - Foam ability comparison

## Personal Care Portfolio

### KLEANSTANT® foam ability:

- Comparable to SLSA
- 43% higher than SCI
- 68% higher than SCS
- 31% higher than SLG



SCI = Sodium cocoyl isethionate  
 SCS = Sodium coco sulfate  
 SLG = Sodium lauryl glutamate  
 SLSA = Sodium lauryl sulfoacetate

# KAFFE BUENO

UNLOCKING COFFEE'S HEALTH POTENTIAL

## THANK YOU!

Certified



**Corporation**

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